

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 7/14/2015	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request by the San Luis Obispo Business Improvement District (CBID) to appoint Denise Robson and reappoint Gary G. Setting to the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board. District 2.			
(5) RECOMMENDED ACTION It is recommended that the Board appoint Denise Robson to a two-year term (expiring July 14, 2017) and Gary G. Setting to a four-year term (expiring July 14, 2019) to the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board.			
(6) FUNDING SOURCE(S) N/A	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? No
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____ ) <input type="checkbox"/> Board Business (Time Est. ____ )			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A    Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) District 2			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 7/14/2015

SUBJECT: Request by the San Luis Obispo Business Improvement District (CBID) to appoint Denise Robson and reappoint Gary G. Setting to the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board. District 2.

## **RECOMMENDATION**

It is recommended that the Board appoint Denise Robson to a two-year term (expiring July 14, 2017) and Gary G. Setting to a four-year term (expiring July 14, 2019) to the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board.

## **DISCUSSION**

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and has been renewed annually since that time. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

In accordance with the ordinance, the Board, at the recommendation of the CBID Advisory Board, on December 7, 2010, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

The Los Osos/Morro Bay (unincorporated) Local Area Advisory Board was formed on July 12, 2011 with the appointment of the initial three members. On June 23, 2015, the Advisory approved recommending that Denise Robson be appointed and Gary Setting be reappointed to the Advisory Board.

## **OTHER AGENCY INVOLVEMENT/IMPACT**

Lodging businesses within the Los Osos/Morro Bay (unincorporated) designated local area met to form and determine the organization of their advisory board. As noted, the Los Osos/Morro Bay (unincorporated) Local Area Advisory Board is recommending the appointment of Ms. Robson and the reappointment of Mr. Setting.

## **FINANCIAL CONSIDERATIONS**

None

## **RESULTS**

This action continues the implementation of the local area provisions of the County Business Improvement District ordinance. The County would not be establishing performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes. It is assumed that the CBID Advisory Board will work with the local area advisory boards to develop measures that track the impact of the use of local area funds.

## **ATTACHMENTS**

1. Denise Robson application
2. Gary G. Setting letters of interest
3. Los Osos Local Area Advisory Board 6-23-15 minutes
4. Los Osos Advisory Board By-Laws - Article II